

AOT In Action - Issue 283 - September 28, 2009



Birdwatching in Patagonia, Arizona

Message from Director Sherry Henry

Good morning,

The [U.S. Travel Association's](#) 4th Annual Travel Leadership Summit was a great success! AOT extends a sincere "thank you" to the Arizona delegation that joined us on this important trip, which occurred September 16-17. We had representatives from every aspect of our industry including, the Arizona Hotel and Lodging Association, Arizona Restaurant Association, AAA Arizona, Arizona Tourism Alliance, Greater Phoenix Convention and Visitors Bureau (CVB), Scottsdale CVB, Metropolitan Tucson CVB, Enchantment Group, The Westin Keirland Resort & Spa, and the Arizona Sports and Tourism Authority.

This year, more than ever, it was critical for the tourism industry to join together and speak with policy makers in Washington, D.C. in our united voice to discuss the issues that matter to the travel industry. Tourism has come under intense scrutiny during the past year and this summit provided us the opportunity to meet face-to-face with our Congressional delegation and reinforce the economic benefits of our industry.

We asked our Congressional delegation for their support on initiatives that will benefit travel and tourism, such as the Travel Promotion Act - S. 1023, which has passed through the Senate, and House HR 2935. We also asked for their support on Senate Bill 1530 - Protecting Resort Cities from Discrimination Act of 2009.

Additionally, we are excited to share that the U.S. House of Representatives approved the Santa Cruz Valley National Heritage Area Act! Congressman Raúl Grijalva was a champion for the bill and we are extremely grateful for his unwavering support for this bi-partisan designation.

The National Heritage Area will help to stimulate local, heritage-based economic development by promoting heritage tourism, as well as the local arts, crafts, and food products that are unique to this region. For more information about the Heritage Area, visit www.santacruzheritage.org.

Have a great week.

AOT News

Partner with AOT on International Marketing Co-ops for FY10

During FY10 the Trade and Media Relations Division will conduct several co-operative marketing projects geared to increase consumer awareness about Arizona in key international markets and drive business to partnering tour operators. A brief summary of each campaign is included. Participation is open to Arizona CVBs, Chambers and DMOs. To view all of the co-operative marketing projects, [click here](#).

New Updates to AOT's Research Web site

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site www.azot.gov.

- [Lodging Performance August 2009](#)
- [Lodging Performance August 2009 \(By County\)](#)
- [Bed Tax Rates September 2009](#)
- [State Park Visitation August 2009](#)
- [Gross Sales July 2009](#)
- [Passenger Volume July 2009](#)

For additional information or questions, please contact Melissa Elkins, Research Manager, at 602-364-3716 or via e-mail at melkins@azot.gov.

Send Us Your Fall Travel Deals & Packages!

Now that we're heading into the fall season, we're looking for wonderful fall package deals from around the state to showcase on [Travel Deals](#).

Post your fall packages today and take advantage of this great opportunity to highlight where visitors can stay and what they can do in your region. Don't forget to partner with other area hotels or attractions to create even more memorable packages for visitors and keep them coming back for more!

If you are experiencing issues with uploading your travel deals or have any questions about the process, please contact Elysia Labita at 602-364-3705 or via e-mail at elabita@azot.gov.

Upcoming Events

[Arizona Showcase](#)

Date: October 8

Location: Hermosillo, Sonora, Mexico

[Arizona Media Marketplace](#)

Date: October 15

Location: Scottsdale Fairmont Hotel

[Travel Classics West](#)

Date: October 15 - 18

Location: Scottsdale Fairmont Hotel

Industry News

Survey Details Top Travel Concerns

Even eight years after the 9/11 tragedy, 73 percent of Americans say that concern over safety and security will not deter them from traveling overseas. >> [Read Full Article](#)

Phoenix to host a 2012 NCAA Regional

Phoenix was chosen as regional site for the 2012 NCAA Men's Basketball Tournament. A specific venue was not named. >> [Read Full Article](#)

Tribal Casino Rules Revisited

The Obama administration may make it easier for Indian tribes to build casinos on land far from their reservations, a move likely to spur a wave of new casino development, says The Wall Street Journal. >> [Read Full Article](#)

ATA Says Passenger Revenue Fell 21% in August

The Air Transport Association said that passenger revenue fell 21 percent in August compared to the same month in 2008, marking the 10th month in a row that the industry has posted a decline. >> [Read Full Article](#)

Travel Web Sites Performing Well, Firm Says

Travel industry research firm PhoCusWright reports that travel Web sites are performing well in the midst of the broader travel industry downturn. >> [Read Full Article](#)

Government Numbers Show Tourism Spending Declines Less in Q2

The recession's impact on travel and tourism nationwide spending appears to be easing, according to figures released Wednesday by the U.S. Bureau of Economic Analysis. >> [Read Full Article](#)

Hilton Changes Corporate Name

Hilton Hotels Corp. has changed its corporate name to Hilton Worldwide. Hilton said the new name signifies the company's global reach. >> [Read Full Article](#)

Fee Fatten Airline Revenue by \$3.8 Billion

U.S. airlines are raking in more money this year from extra fees, although fewer people are flying. >> [Read Full Article](#)

Arizona Tied for Top Golf Destination

Travel Leaders' first nationwide survey of travelers in the U.S. found that Australia was the top dream international destination. >> [Read Full Article](#)

Hotel Rates Drop up to 25% for September

The cost of travel in North America is still on the decline, according to Hotwire.com's September Hotwire Hotel Rate Report. >> [Read Full Article](#)

CWT Forecasts Favorable 2010 Meetings, Hotel Pricing

Meeting planners should anticipate favorable pricing continuing in 2010 as an uptick in demand will be slow to gather steam, leaving suppliers again to pursue aggressive sales tactics and marketing initiatives, according to a Carlson Wagonlit Travel North American 2010 pricing forecast. >> [Read Full Article](#)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

Connect with the Arizona Office of Tourism!

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